

PHILIP MORRIS U.S.A.  
INTER-OFFICE CORRESPONDENCE  
100 Park Avenue, New York, N.Y. 10017

To: • Monty Faulk  
From: • Terry Chadziutko  
Subject: • Section Report - Media

Date: April 21, 1981

Thank your for your comment regarding the lack of outdoor advertising in Buffalo.

We have taken steps to add 8 sheet panels in Buffalo for multi-brand use. In April we started with 20 panels, and this will be increased to 40 panels in May and 60 in June.

I hope this information is of some help.



Terry Chadziutko

TC/ocp

cc: J.L. Thompson, Jr.  
C. Beck  
R. Atlas  
S. Sussman

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